

# **EXHIBIT B**



# GAME INFORMER MAGAZINE Mailing List

The Best Kept Secret in Video Games Game Informer Magazine has the highest paid circulation of any other games magazine. Subscribers are active gamers who are influenced by Game Informer's game reviews and exclusive stories. Readers are teens as well as young adults who spend an average of 14 hours per week playing video games on the personal computer, Sony PlayStation, PlayStation 2, Nintendo 64, Game Cube, GameBoy, Microsoft Xbox, and Sega Dreamcast systems. As true enthusiasts, they own the latest in gaming hardware and software, with purchases of over 12 games in a year.

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<b>SEGMENTS</b>		<b>COUNTS THROUGH 04/09/2018</b>		<b>POPULARITY:</b> 96
1,684,693 TOTAL UNIVERSE / BASE RATE		\$125.00/M	MARKET:	CONSUMER
1,684,693 12 MONTH SUBSCRIBERS		\$125.00/M	CHANNELS:	
COUNTS THRU 05/09/2011			SOURCE:	DIRECT MAIL
EXPIRE RATE		\$75.00/M	PRIVACY:	UNKNOWN
<b>DESCRIPTION</b>		<b>DMA?:</b> YES - MEMBER <b>STATUS:</b> STANDARD PROVIDER <b>GEO:</b> USA		
The Best Kept Secret in Video Games		<b>SELECTS</b>		
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Readers are teens as well as young adults who spend an average of 14 hours per week playing video games on the personal computer, Sony PlayStation, PlayStation 2, Nintendo 64, Game Cube, GameBoy, Microsoft Xbox, and Sega Dreamcast systems. As true enthusiasts, they own the latest in gaming hardware and software, with purchases of over 12 games in a year.		ACTIVE SUBSCRIBERS	NO CHARGE	
		AGE	NO CHARGE	
		AREA OF INTEREST	NO CHARGE	
		FORMER/EXPIRED SUBS	NO CHARGE	
		GAME SYSTEM	\$10.00/M	
		GENDER/SEX	NO CHARGE	
		HOTLINE	NO CHARGE	
		INCOME SELECT	NO CHARGE	
		RECENCY	NO CHARGE	
		SCF	NO CHARGE	
		STATE	NO CHARGE	
		ZIP	NO CHARGE	
		<b>ADDRESSING</b>		
		KEY CODING	\$3.00/M	
		EMAIL DELIVERY (FLAT FEE)	\$75.00/L	
		KEYING	\$3.00/M	
		MODEM/FTP/BBS (FLAT FEE)	\$75.00/L	
		REUSE		
		SHIPPING/HANDLING (FLAT)	\$75.00/M	
		ZIP TAPE (FLAT FEE)	\$50.00/L	
		<b>RELATED LISTS</b>		
		<a href="#">ELECTRONIC GAMERS</a> <a href="#">XBOX GAMERS NETWORK</a> <a href="#">CHIPS AND BITS VIDEO AND PC</a> <a href="#">GAME BUYERS</a> <a href="#">GT INTERACTIVE SOFTWARE CORPORATION</a> <a href="#">GAME ADDICTS - COMPUTER</a>		
Additional Charges: Game System @ \$10/M				
Game Informer readers are in homes with an				

average household income of \$67,300. Over 53% of readers own multiple games systems with over 86% owning a multimedia PC system. Over 87% are regular on-line users, spending an average of over 9 hours per week on the Web and on popular online services. These consumers also view other electronic gaming and pc magazines to fulfill their gaming interests.

Subscribers represent a group of early adopters who enjoy the 'fun' that is delivered by consumer electronics and PC-related products. They either make or greatly influence purchasing decisions at home to keep family entertainment activities at the cutting edge.

#### System Ownership:

86% PC  
75% PlayStation 2  
58% Game Boy Advance  
53% PlayStation  
50% GameCube  
50% Nintendo 64  
44% Microsoft XBox  
35% Game Boy Color  
53% Multiple Systems

Re-uses must be submitted for clearance prior to mailings.

A \$50/F fee incurred on canceled orders. This fee is in addition to any applicable run charges \$12.50/M, and processing fees. Orders canceled after mail date are due in full.

Updated quarterly.

GAMING ENTHUSIASTS  
XBOX, PLAYSTATION, NINTENDO AND PC VIDEO GAME PLAYERS  
XBOX CONSOLE BUYERS  
EXPERIAN CONSUMERVIEW  
ATTITUDINAL AND BEHAVIORAL - BEHAVIORBANK  
HOME ENTERTAINMENT AND PC GAMING CONSUMERS  
GAME CONSOLE BUYERS  
MASTERFILE

#### ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #108499 or [click here to place your request](#).
- Use NextMark [List Order Entry Software](#) or Bionic [Media Planning Software](#)

- 5,000 NAME MINIMUM ORDER \$0.00 MINIMUM PAYMENT
- NET NAME IS NOT ALLOWED
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